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## Beef enjoyment ad campaign reaches target

*By Charlene Schuster, Executive Director  
Montana Beef Council*



A television and print enjoyment campaign, funded by the \$1-per-head beef checkoff and designed to fuel consumer passion for beef, is reaching the target audience.

According to recent research conducted by Hall and Partners of Chicago, 63 percent of consumers who saw the ads not only liked them, but were more likely to buy more and spend more on beef after seeing them.

Other findings from Hall and Partners include the following:

- 72 percent consider beef the best protein when they have seen the ads versus 48 percent for those who have not seen them.
- 87 percent of the target audience is aware of beef advertising.

We've always known that consumers are passionate about beef. These ads have an emotional appeal that has resonated with people far more than we ever imagined.

The attention-grabbing ads feature such headlines as "No one ever left a cookout wishing there'd been more macaroni salad," featuring a beef kabob, as well as "Why aliens steal our cows," accompanied by a photograph of T-bone steaks.

The enjoyment advertising campaign began on Jan. 13, 2003. In 2004, enjoyment print ads were seen by consumers in January, joined by television advertisements that kicked off Super Bowl week and ran four weeks through Valentine's Day.

Both print and television ads will return in March and May, and the enjoyment campaign will reach 91 percent of adult consumers ages 25-54 a total of 11 times at less than a penny per exposure. Four enjoyment print ads will run in 18 consumer magazines, including *Good Housekeeping*, *Southern Living*, *Car and Driver*, *Family Circle* and *Parents*.

The second checkoff-funded advertising campaign, in which ads address beef's nutritional profile ("only one gram more of saturated fat

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# Randy and Sharon Brusett, Brusett Angus

by Eric Miller, Garfield County Extension Agent

### **Describe your operation.**

Brusett Angus is a family owned and managed ranch, located about 20 miles west of Jordan on the outer edge of the Missouri River Breaks. The fourth generation ranch, operated by Randy and Sharon Brusett, has been a family-run livestock and small grain operation since Randy's great-grandfather E.A. Brusett homesteaded it in 1908. Today, Randy, Sharon and their three daughters, Brittani, Tierani, and Cortani carry on the family livestock tradition.

Randy and Sharon took over operation of the ranch soon after their marriage in 1979. They ran 65 head of mother cows and farmed about 500 acres. The same year they began a purebred herd that today numbers almost 200 mother cows in addition to a commercial herd. The ranch also includes 4,000 acres of dryland farming and improved alfalfa meadows.

Randy and Sharon say that family life is very important to them. They have insisted on being an integral part of their daughters' lives over the years and that desire has played a role in the development of their breeding herd. Randy says, "I want cattle that work for me, I don't want to work for them." Randy and Sharon's breeding and selection strategy has been to create a hands-free and maintenance free cowherd. Randy says, "The goal is to produce functional cows and bulls that are self-sufficient in the environment we live in." Randy believes that the area they ranch in is some of the greatest cattle country around, but says it can be harsh and unforgiving. The ranch receives just 13 inches of precipitation a year with the majority of it coming in a three-month period. Couple with the precipitation, the native rangeland is rated at .3 AUM.

Making their cattle work in the local environment while following their management strategy, Brusett Angus has targeted calf growth rate as their production indicator instead of weaning weights. Randy says their goal is to wean calves at 170 to 180 days and achieve an ADG of 3 pounds in the commercial herd. To reduce inputs, they begin calving the commercial cows the first week in April and wean the second week of October. The pure bred cows begin calving the last week in February and really get



*Randy and Sharon Brusett*

going in early March. The earlier weaning date allows them to turn the cows back on range and gives them the opportunity to improve their condition before the onset of winter. At the present time, the bull calves are backgrounded off the ranch with 65-70 head sold each spring at the ranch production sale.

### **How does your ranch differ from others in the area?**

"I don't know if we are very different from anyone else in

the area," says Randy. "We work to reduce inputs and maximize outputs, we believe that what we don't spend, we don't have to earn. One management method we do rely heavily on is culling and we're not shy about culling deep. I once read great cow herds are culled, not bred, and we rely on this philosophy and cull strictly and heavily. We deal with any problems harshly. Bad bags, big teats or failure to produce a calf that either sells in the production sale or becomes a replacement will result in the cow going down the road. The strategy has allowed us to build a low maintenance, environmentally adaptable animal and has afforded my wife and I with opportunity to enjoy and participate in our girls' lives."

### **What has been your most effective management strategy in recent times?**

Randy says, "Economy of scale. We have recently expanded the operation and significantly increased our hay base. Increasing the hay base should help us reduce winter feeding cost and should allow us to change our traditional winter-feeding methods. In the past we have fed cake as a protein supplement. We hope to use alfalfa grown on the place in the future as a protein supplement and do away with the cake. The expansion will also provide us the opportunity to bring one of the girls back to the ranch in the future. We would like to have our own backgrounding facility and raise all of our own feed on the ranch."

### **What is your biggest challenge?**

"Weather is the greatest challenge in eastern-Montana," says Randy. "We have been in a drought

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# What is the National Animal Identification Plan?

by John Paterson, MSU Extension Beef Specialist. (Excerpts taken from the web site: USAIP.info)



John Paterson

Protecting American animal agriculture by safeguarding animal health is vital to the wellbeing of all U. S. citizens. It promotes human health; provides wholesome, reliable, and secure food resources; mitigates national economic threats; and enhances a sustainable environment. Essential to achieving this goal is an efficient and effective animal identification program. Building upon previously established and successful animal health and animal identification programs involving many animal industries, an industry-state-federal partnership, aided by the National Institute for Animal Agriculture (NIAA), was formed in 2002 to more uniformly coordinate a national animal identification plan. This resulting plan, requested by the United States Animal Health Association (USAHA) and facilitated by USDA's Animal and Plant Health Inspection Service (APHIS), was formulated in 2003 for presentation at the October, 2003 annual meeting of the USAHA.

More than 100 animal industry and state-federal government professionals representing more than 70 allied associations/organizations collectively assessed and suggested workable improvements to the plan to meet future U. S. animal identification needs. Fundamental to controlling any disease threat, foreign or domestic, to the nation's animal resources is to have a system that can identify individual animals or groups, the premises where they are located, and the date of entry to that premises.

Further, in order to achieve optimal success in controlling or eradicating an animal health threat, the ability to retrieve that information within 48 hours of confirmation of a disease outbreak and to implement intervention strategies is necessary. The USAIP is focused on utilizing state-of-the-art national and international standards with the best available and practical technologies. It is dynamic and flexible, and will incorporate new and proven technologies as they become available. States' needs in implementing animal identification will receive priority within the uniformity provided by federal oversight.

The USAIP currently supports the following species and/or industries: bison, beef cattle, dairy cattle, swine, sheep, goats, camelids (alpacas and llamas), horses, cervids (deer and elk), poultry (eight species including game birds), and aquaculture (eleven species).

Implementation will be in three phases: Phase I involves premises identification; Phase II involves individual or group/lot identification for interstate and intrastate commerce; and Phase III involves retrofitting remaining

processing plants and markets and other industry segments with appropriate technology that will enhance our ability to track animals throughout the livestock marketing chain to protect and improve the health of the national herd. Initial implementation will focus on the cattle, swine, and small ruminant industries. In transition, the

USAIP recommends that: all states have a premises identification system in place by July, 2004; unique, individual or group/lot numbers be available for issuance by February, 2005; all cattle, swine, and small

ruminants possess individual or group/lot identification for interstate movement by July, 2005; all animals of the remaining species/industries identified above be in similar compliance by July, 2006. These standards will apply to all animals within the represented industries regardless of their intended use as seedstock, commercial, pets or other personal uses.

## What is the U.S. Animal Identification Plan?

The U.S. Animal Identification Plan (USAIP) defines the standards and framework for implementing and maintaining a phased-in national animal identification system for the United States.

## Why is this program needed?

A national animal ID system is needed to help protect American animal agriculture. This national plan, which identifies all food animals and livestock, will enhance disease preparedness by allowing the U.S. to identify any animals exposed to disease and will facilitate stopping the spread of that disease. In addition, it will provide benefits to industry in terms of market access and consumer demand. The USAIP will uphold the U.S.'s reputation for having a safe food supply and will promote continued confidence in agricultural or livestock products. Having a working system that allows for tracebacks to all premises that had direct contact with an animal with a foreign animal disease within 48 hours of discovery will reduce the financial and social impacts of such a disease.

## Is this part of Country of Origin Labeling (COOL)?

No, the USAIP is not intended to be a part of

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**The U.S. Animal Identification Plan recommends that all states have a premises identification system in place by July, 2004 and that unique, individual or group/lot numbers be available for issuance by February, 2005.**

## Animal ID Program

Country of Origin Labeling. The plan's sole intent is to create the ability to track animal disease to its source within a 48-hour period.

### **What are the benefits for producers?**

The adoption of a national identification system will help secure the health of the national herd. The program will provide producers and animal health officials with the infrastructure to improve efforts in current disease eradication and control, protect against foreign animal disease outbreaks and provide infrastructure to address threats from deliberate introduction of disease.

The industry may integrate the standards and technologies defined in the USAIP with their management systems and performance recording programs. The utilization of the same ID technologies for both regulatory and industry programs allows for the development of a more cost effective and user-friendly system for the producer. Producers can also benefit from additional animal identification information obtained to improve production efficiencies and add value to their products. However, the information systems are completely separate; production data will not be transmitted to nor maintained in the national identification databases.

### **How much will the program cost?**

The plan for the program is currently being developed. Initial start-up costs will be different than the costs of a fully operational system in all 50 states.

### **Who will pay for the plan?**

It is anticipated that the federal government and all industry stakeholders will share in the costs of an identification system.

### **If I am currently using an ID program through a private service or marketing alliance, will my ID be usable in the USAIP?**

Yes, assuming the program you are using will be compliant with the official USAIP standards.

### **Should I, or my State Cattle Association, consider aligning with a database management provider so I can comply with the USAIP?**

The Steering Committee would characterize such action as premature. There is definitely no urgency as no immediate implementation requirements have been established. The Steering Committee, and in the future, the USAIP Oversight Board, will clearly communicate dates that will call for action or producer-participation. The program will be phased in over time, and an adequate transition period will be established for producers to work into the system.

The USDA is taking necessary steps to have the

standards established as official; the U.S. Animal Identification Number is an example. The standards established in the USAIP are to be recognized as official so industry initiatives that are developing programs containing an ID component may start to incorporate them if they wish. Additionally, this will allow the standards to be used in various pilot projects that are being formulated. Also, note that the timetables outlined in the USAIP are target dates, which will be updated through consensus of the Species Working Groups.

### **Who will be responsible for ID application?**

During the phase in period, livestock animals will need to be identified as they leave whatever premises they are on regardless of where they were born. After the first few years of the program, identifying animals will be the responsibility of the "premises of birth" producers. For producers who lack equipment for individual ID, tagging stations will be available.

### **What data will be required to be kept, by whom and in what form?**

This part of the plan is under development. It is anticipated that the final plan will be user-friendly such that it will be easy for all stakeholders to implement and make part of their daily practice. Ideally animal movements will be electronically tracked and sent from the stakeholders to the central database. For the plan to be successful, this key part, i.e. data entry, will need to be easy to follow, thus achievable in real-time such that data entry becomes a routine management practice.

Only essential information will be reported to the central database. In the case of individual animals, this is: 1) an US AIN (US Animal Identification Number), 2) the premises ID that the US AIN was seen at or allocated to, and 3) the date it was seen or allocated. Additional information that can be important in a disease trace-back such as species, breed, sex, age or date of birth can also be reported if available. In the case of group or lot movements, the key data are the groups' Lot ID number, the premises ID the Lot ID number was seen at, and the date it was seen. If species is available, this can also be provided to the central database.

The goal is to work with existing information systems so additional recording of information by producers and auction markets is minimized.

### **Who will have access to information in the National Animal ID Databases?**

Only state and federal health officials will have access to the premises and animal ID information when performing their duties to maintain the health of the national herd. Proper safeguards are being researched

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and will be put in place to ensure that the data is protected from public disclosure.

### Will this be a mandatory program?

Efforts are geared toward developing a national animal ID program that will provide for the ability to rapidly track animals exposed to a disease concern, and will meet the needs of producers, animal industries, domestic and international markets and consumers. The plan still must be completed and the system must be tested to be sure it is effective and workable. Incremental implementation of the plan as development continues will allow for potential problems within the system to be identified and the plan modified to address those problems. Ultimately there needs to be full compliance for the system to work as effectively as it should. Once the USAIP is finalized, considered workable and accepted by industry, it is likely that industry and market forces will drive the process towards full compliance. Then, USDA will work with industry and state partners to achieve full participation with the USAIP.

### Will I be able to sell my livestock if they are not officially identified?

Yes. The plan will begin as a voluntary program. Over time some markets may require animals to be identified that are not identified now. Species where ID is currently required will continue to have to be identified prior to entering commerce, i.e. sheep and goats under the national Scrapie eradication program. As the program is phased in, all animals of covered species will be encouraged to have premises identification, and eventually individual identification, prior to sale. For producers who lack facilities to apply ID devices at the premises of birth, there will be provisions for initiating the process at the point of sale.

### Can animals be identified as a group?

Yes. An animal production system can use Group/Lot identification if the producer can demonstrate to the satisfaction of state animal health officials that, through group identification and production records, traceback to all premises with direct contacts of a suspect animal can occur in 48 hours. Each group will be identified with a unique and standardized number. Verifiable records will be required to further document premises ID and dates of movement.

### What is the timeline for implementation?

Several steps need to be completed before the USAIP could be fully implemented, however the USAIP recommends that:

- All states have a premises identification system initiated by July, 2004;

- Unique, individual or group/lot numbers be available for issuance by the middle of 2004;
- All cattle, swine, and small ruminants possess individual or group/lot identification for interstate movement by July 2005;
- All animals of the remaining species/industries identified above be in similar compliance by July 2006.

These standards will apply to all animals in commerce within the represented industries regardless of their intended use as seedstock, commercial, pets or other personal uses.


### Who has developed this plan?

The National Animal Identification Development Team, a group of approximately 100 animal and livestock industry professionals representing over 70 associations, organizations, and government agencies. Development has been a voluntary effort by all participants working collaboratively to establish an effective national animal identification plan.

### What will be the ID requirements for animals entering the U.S. from other countries?

Animals entering the country will be subject to the same identification requirements as animals in the U.S. that move interstate and/or through commerce. Currently, various species working groups are defining species-specific identification requirements.

### Where can I get more information?


Go to [www.usaip.info](http://www.usaip.info) for details on the development of the plan and specific information directed at the segments of the livestock industry involved in the identification effort 

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### Beef Checkoff, cont. from p. 1

in lean beef than a boneless, skinless chicken breast”), was launched last summer. Four print ads supporting this message will run in January, March and May of 2004 in 22 magazines next to nutrition-oriented editorial. *Cooking Light*, *Fitness*, *Men's Health* and *Runner's World* are among the publications selected for the campaign.

In addition, radio commercials supporting enjoyment, nutrition, grilling and the holidays have been developed and are being used by the majority of state beef councils on a local basis to build on the national television and print campaign.

*Beef: Questions & Answers* is a joint project between MSU Extension and the Montana Beef Council. This column informs producers about current consumer education, promotion and research projects funded through the \$1 per head checkoff. For more information, contact the Montana Beef Council at (406) 442-5111 or at [beefcncl@mt.net](mailto:beefcncl@mt.net) 

# A new concept in range cow supplement formulation

by Richard Waterman, Fort Keogh Research Animal Scientist

## Why is this important?

Cattle grazing dormant rangelands often show yearly variation in response to supplementation and these variations perhaps are partially due to differences in glucose (blood sugar) availability and subsequent metabolism, which may be influenced by forage conditions (quality and quantity). Unlike humans, cows absorb minimal amounts of glucose from their diet and therefore must rely on their own bodies' ability to produce glucose. However, without proper precursors or precursors in appropriate amounts, glucose cannot be produced and production (return to estrus, weight gain etc.) can be compromised. Nutritional status of young cows with suckling calves varies by year depending upon the onset and duration of green vegetation. A study during two consecutive dry years, 2000 and 2001 (driest), evaluated range protein supplements differing in source and quantity of ingredients that could be used for glucose production in a cow.

## What can be supplemented?

Supplements were fed to 87 Angus x Hereford two-year-old postpartum cows at 2 lbs per day and provided 0.7 lb crude protein (CP) per day. Three supplements, all 36% crude protein, were tested and they differed in ingredients that could be used to make glucose by cows. The first supplement treatment was a traditional good quality cottonseed meal based cube (36% CP) that has a low glucose potential (Logluc). The second contained cottonseed meal and bypass protein (feather meal), which would have a moderate glucose potential (Midgluc). The third supplement consisted of the Midgluc supplement with propionate salt (NutroCal™ Kemin Industries Inc) added to create a high glucose potential (Higluc). Supplements were individually fed two times per week at 11am on Mondays and Fridays for approximately 90 d following calving. Cows rotationally grazed three pastures during the study. Performance variables measured included cow and calf body weight change, milk production, days to first estrus, and pregnancy rate. In addition each supplement group of cows were subjected to a glucose tolerance test (a measurement of how fast cows can utilize a large dose of glucose) during the study. The effect of year and treatment (supplements) did not interact so the data was combined for both years. Some of the key results are listed in Table 1.

## What does this mean?

Although fall pregnancy rates were similar for cows fed each supplement, the cows fed the Higluc supplement cycled 9 days earlier (half an estrous cycle sooner) compared to cows consuming the Logluc supplement. The

## Meet Richard Waterman

As a new research animal scientist at the USDA-ARS Fort Keogh Livestock and Range Research Laboratory, Miles City, I would like to take this opportunity to introduce myself to the readers of *Beef: Questions and Answers*.

I originally come from Colorado and received my bachelors' degree at Colorado State University in 1998. While attending CSU, I was fortunate to have the opportunity to be involved in some undergraduate research with Dr. Tom Geary and Dr. Jack Whittier evaluating different synchronization protocols available to producers. After graduating from CSU I moved to Las Cruces, NM and began my graduate career working in range nutrition with Dr. Mark Petersen at New Mexico State University. In fact, I enjoyed my research so much that I received both my master's (2000) and doctorate (2003) degrees at NMSU working with Dr. Petersen.

The emphasis of my research evaluated the role of adding precursors into supplements that would support the synthesis of glucose. This effort was to improve puberty and conception rates for developing heifers and reduce the number of days to estrus for young postpartum beef cows following calving. I also had an opportunity to evaluate behavioral difference between cows familiar with conditions of the Chihuahuan Desert to cows that were recently introduced to the desert environment. This article is a brief summary of some intriguing results that were discovered from my graduate research.



**Table 1. Young cows fed range supplements with higher glucose potential cycled sooner.**

	Logluc	Midgluc	Higluc
Cow weight change (calving to breeding)	46.0 lb	22.5 lb	38.3 lb
Milk production	11.9 lb	14.3 lb	13.2 lb
Calf weaning weight	465 lb	480 lb	469 lb
Days to first estrus	119 d	114 d	110 d
Fall pregnancy	83%	92%	83%

continued on p. 7

*Supplement formulation, continued*

lowered glucose half-life (44 minutes lower) in the Higluc supplemented cows compared to the Logluc supplemented cows may partially demonstrate an improvement in glucose utilization for these cows. Cows that can clear glucose from their blood into tissues faster are an indicator that other nutrients may be utilized more efficiently. Identifying limiting nutrients and the timing (season) that nutrients become limiting may greatly enhance economical and production practices for the future.

### ~Direction of future research~

One of the major concerns for livestock producers across the country and especially here in the Northern Great Plains includes increasing concerns about what can be done to control noxious weeds that are invading rangelands. Noxious weeds are invading rangelands and decreasing the amount of vegetation available to sustain livestock enterprises. Therefore, a position was created at the USDA-ARS Fort Keogh Livestock and Range Research Laboratory to investigate the role and interactions involved between livestock and noxious weeds. The primary (initial) direction for this research will include a collaborative effort dedicated to discover and implement practices that assist producers in controlling noxious weeds. This effort will strive to ensure the sustainability of livestock enterprises. Research will evaluate many aspect of livestock production which include grazing behavior, grazing systems, diet selection and preference, nutritional ramifications and how grazing can be manipulated with different supplements or dietary additives. In addition, the ecological impact will be evaluated in combination with livestock grazing to identify key interactions between noxious weeds and livestock that occur. As this collaborative effort progresses we hope to provide valuable information to producers that will aid in recapturing or preventing further infestation of noxious weeds on our valuable rangelands.

Other research projects will evaluate how season of year can impact the ability of grazing livestock to utilize dietary nutrients. One primary emphasis for this research will be to discover and implement supplementation protocols that optimize reproduction by targeting seasons of the year when nutrients becoming limiting or are supplied in insufficient quantities. One nutrient that comes to mind is protein, especially when cattle are grazing mature dormant vegetation. To go a step further would be to investigate the building blocks of proteins (amino acids) and determine whether or not a single amino acid or group of amino acids are deficient in diets consumed by livestock grazing rangelands during a particular season and livestock production stage.

### For questions or comments please contact me:

Richard Waterman, Research Animal Scientist  
USDA Agricultural Research Service  
Fort Keogh Livestock & Range Research Laboratory  
243 Fort Keogh Road, Miles City, MT 59301  
Ph. 406-232-8208, Fax 406-232-8209  
richard@larl.ars.usda.gov 

## Livestock Forum and Nutriton Conference Agenda

### Tuesday, April 6, 2004

#### Animal Health and Feed Safety

12:00: Registration  
1:00 – 1:15: Welcome, David Dooley  
1:15 – 2:00: The Rules Have Changed, TBD  
2:00 – 2:45 : A Dynamic Industry, Rex Runyan (Invited)  
2:45 – 3:30: Montana Feed Industry Perspective, Don Seifert  
3:30 – 3:45: Break  
3:45 – 4:30: Bioterrorism and Agroterrorism Preparedness, Bruce Hoffman  
4:30 – 6:00: Panel Discussion: Animal Health and Feed Safety – Moderator: Clint Peck  
6:00: Social and Cash Bar  
6:30 – 8:00: Dinner  
Welcome, Jeff Jacobsen and Update on Animal Bioscience Project, Jim Peterson  
Undergraduate Scholarship Awards Presentation, Shari Lee Kroon  
Keynote Address – Traceability in the Beef Industry, TBD

### Wednesday, April 7, 2004

#### ID, Biosecurity & Impact

#### Continental Breakfast

7:00 – 8:30: Competitive Poster Session  
8:30: Welcome, Doug Steele  
8:35 – 9:15: Fast Track to High Tech Food Safety, Bill Mies  
9:15 – 10:00: Identification Options, Jack Whittier  
10:00 – 10:15: Break  
10:15 – 11:00: Biosecurity for Your Ranch, Mark Mattix  
11:00 – 11:30: BSE, International Trade, and Cattle Prices, Gary Brester  
11:30 – 11:50: The Future of Our Industry, John Paterson  
11:55: Outstanding Graduate Student Poster Award and Conclusion, Mike Tess  
Noon: Adjourn

### Other Offerings

Professional Animal Scientist Beef Cattle Exam  
Tuesday, April 6, 2004, 9 a.m., \$25 fee

Beef Quality Assurance (BQA) Training  
Tuesday, April 6, 2004, 10:30 a.m., Free

MSU Collegiate Cattlewomen Annual Educational Forum,  
Wednesday, April 7, 2004, 1 p.m., Free

### Registration

Registration is \$40 for both days of the conference, including two breaks, dinner and the proceedings on CD. One-day rates are also available.

For more information, contact Anita Gray at MSU: (406) 994-3414 or email [anitag@montana.edu](mailto:anitag@montana.edu).



## Upcoming Events

**Montana Livestock Forum and Nutrition Conference,**  
Bozeman, April 6-7 at the GranTree Inn.

**MSU graduation.** May 8

**Central Ag Research Center Forage Research & Hay Day,**  
Moccasin, June 22

**Southern Ag Research Center Field Day,** Huntley, July 6

**Northwestern Ag Research Center Field Day,** Creston, July 9

**Eastern Ag Research Center Field Day,** Sidney, July 13

**Central Ag Research Center Grain Tour,** Moccasin, July 14

**Northern Ag Research Center Field Day,** Havre, July 15

## Brusett Angus Rancher Profile, cont. from p. 2

state the past few years, but we are always close to a drought even in a good year. To maintain our production goals, timing the weather is a constant challenge. We have to time our pasture use and seeding carefully based on weather patterns. It is the small timing decisions that have the greatest impacts on the ranch's productivity during the year."

## What do you think are the biggest challenges to the livestock industry?

Public perception is the greatest challenge to the industry," Randy says. "I believe the livestock industry does a great job in providing a safe, wholesome product to our consumers. But it is very important that the media and consumers view our management practices as safe and healthy. There are increasing pressures from special interest groups on how our lands are used and we need to stay in the forefront showing the positive impacts we make to the environment. After all, the land is our livelihood."



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